Social Media Resources

Social media can help you spread the word about your League's events, your League, and help promote both education and advocacy related messages with your community

Social Media Platforms

Facebook → Facebook is a multi-media social networking platform where you can create a Business page for your League and use it to promote your League's events, goals, actions, and spread awareness.
- Good for general communications because it allows you to include clickable links, images, and text in posts.
- Also useful for creating events to "invite" Facebook users to attend.
- Can help drive web traffic to your website and other resources
- Instagram can cross-post to Facebook

Instagram → Instagram is owned by Facebook and is an image-sharing platform with a disappearing "stories" feature to share what's important now and disappears after 24 hours. Can only post images and captions. At the time of writing only "verified" accounts and/or accounts with over 10,000 followers can include clickable links so it is better for driving awareness rather than engagement with external links
- Can help spread awareness of your League and upcoming events, but cannot "invite" people to events via Instagram
- Can cross-post to Facebook and Twitter
- Challenging to share Instagram posts as a post, but you can share posts to stories

Twitter → Twitter is a primarily text-based social media platform useful for sharing brief messages and driving engagement with external sources. It can be a useful advocacy tool to reach Elected Officials and media outlets. Personal accounts carry more weight as a tool for advocacy, but you can also use your League's account to promote advocacy. Many people obtain "breaking news" from Twitter
- Brief text posts with less than 280 characters
- Can post pictures
- Can post links
- Media and messages are easily shareable through the retweet and quote tweet features

There are many other social media platforms such as Snapchat and Tik-Tok, but consider who your audience and your goals are before starting a social media account for your League on any platform. Also, more frequent posts lead to more frequent engagement so make a plan on how to use these tools effectively, and stick to it.

Social Media Best Practices
- [Social Media Toolkit](#)
- Use your League's Logos: [LWV Brand Standards and Logo Files](#)
- [State & Local League Logos](#)

Important things to Consider in messaging

Please see the **People FIrst Language Guide** that starts on page 24 of the [League of Women Voters of California's Diversity, Equity and Inclusion Guide](#).

Hashtag Recommendations

- If your hashtags have multiple words, capitalize each word. This improves readability and makes it easier for screen readers used by people with vision loss or impairments to read your posts.
- You may want to hashtag your League (whether full name or acronym) for people to be able to track posts related to your League.
- People may follow hashtags on most social media platforms
- Sample Hashtags: #HousingElement , #RHNA , #Housing , #AffordableHousing

Graphics for Social Media Use

- Canva is a free/low cost graphic design platform. [Canva Pro is free for 501(c)3 nonprofits](#) and you can create teams to share designs
- Use caution when selecting images for use in any League publications or public-facing documents. [Leagues have recently begun being contacted by third-party firms regarding image use violations.](#)
- One way to avoid a problem is to use [Creative Commons Image Search](#) for images that may be used without risking copyright or usage violations.
- You can use any of the images in the below links without additional licenses. We recommend that you credit the photographer, whenever possible, when using images.
  - https://www.flickr.com/photos/leagueofwomenvoters/albums/
  - https://www.flickr.com/photos/lwvc/albums

Other Notes and Relevant Links:

- Be cautious of disinformation (*creating and sharing false information with the intent to harm*) and misinformation (*sharing false information without the intent of harm*) regarding housing issues on social media
- Use Inoculation Messaging, which aims to combat disinformation by delivering the facts to an audience before they have encountered the false information. The objective is to proactively inoculate against anticipated problematic content before it spreads.
- [Nonprofit social media strategy and design tips for success](#)